

[54] RAPID MARKET SURVEY COLLECTION  
AND DISSEMINATION METHOD[75] Inventors: Lawrence G. Kurland, Melville;  
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## [57] ABSTRACT

A method for independently centrally electronically accumulating market survey data from different content rapidly disseminated multiple inquiry market surveys from a plurality of panelist stations (14, 16, 18, 20) located at diverse locations. Variable market survey questionnaires to diverse located panelists may be remotely rapidly disseminated from a centrally located host computer (12) to the panelist stations (14, 16, 18, 20) over a common communications link (22 or 104) for individual visual display at the panelist stations (14, 16, 18, 20), such as on a CRT (42) or television set (44) or alphanumeric display (45), with the displayed questionnaires resulting from a downstream loaded set of control instructions stored in a local survey program RAM (54) whose content may be remotely varied from the head end or host computer (12). The individualized responses provided by the panelists are locally processed (34, 50), temporarily stored in a local survey data RAM (52) and subsequently transmitted back to the host computer (12) via a telephone type link (22) where they are accumulatively processed in a rapid fashion. Multiple different surveys can be downstream loaded to individual panelists, or to a subgroup of panelists, or to all panelists, and follow up surveys and/or tailored surveys can also be rapidly conducted, all under the control of the host computer (12) at the head end providing a rapid and flexible survey collection and dissemination method.

